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The Bedroom Store Started with a Business Plan

ST. LOUIS - If the business "Royal Waterbeds" does not sound familiar to you, you did not grow up in the 70's. Dennis Boyd, president, grew up in the 70's. As a matter of fact, he was a college student at the University of Missouri – Columbia then and for a class project, needed to write a business plan. Anyone who has ever started a business knows that their business plan is their roadmap to success. Boyd was off to a successful start!

They were humble beginnings; out of a garage as a one-person retail operation. He needed capital to make it work. He went to the U.S. Small Business Administration for a \$17,000 guaranteed loan in 1977. Today he has 150 employees in Missouri, Illinois and California and offers health and life insurance, 401k, Employee Savings Account, and vacation and sick leave to his employees. He exports to Europe, Canada and Japan, just to mention a few locations.

"I have achieved the American dream," said Boyd. "Many young people have never heard of Royal Waterbeds. But ask them if they have heard of The Bedroom Store? We are all over the metropolitan St. Louis area and our sleep consultants are trained to help you find your way to a better night's sleep."

At The Bedroom Store you will find a premium line of specialty sleep products, including air beds, fluid suspension softside mattresses, waterbeds, 100 percent natural latex beds, visco elastic (memory) foam mattresses, and a new synthetic foam product that you will

only find at The Bedroom Store called the Illustra Foam. No wonder Boyd claims that “every purchase is backed by my personal promise to you...100% satisfaction or your money back.”

He has over 20 patents on his products.

It is almost like being in a candy store when you browse through their web site. Only it is better, because the results are a good night sleep. What more would you want?